# GOVERNMENT OF INDIA
# COMMERCE AND INDUSTRY
# LOK SABHA

UNSTARRED QUESTION NO:2396
ANSWERED ON:31.07.2017
Branding Strategy for Export Oriented Indian Products
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**Will the Minister of COMMERCE AND INDUSTRY be pleased to state:**

(a) whether the Government has reviewed the branding strategy for exportoriented Indian products and services;
(b) if so, the number and details of modes of branding campaigns which have been identified and given a try;
(c) whether any roadmap has been drawn for participation in International Trade Fairs, Expos and Seminars for the next three years; and
(d) if so, the details thereof along with the expected target of earnings from taking part in these events?

## Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (INDEPENDENT CHARGE)
(SMT. NIRMALA SITHARAMAN)
(a) & (b): India's Foreign Trade Policy Statement released in 2015emphasises the need of a branding strategy. The India Brand Equity Foundation (IBEF) established by the Department of Commerce works closely with stakeholders across government and industry to promote and create international awareness of the Indian products and services in overseas markets. IBEF has undertaken focused branding activities for sectors namely engineering, pharma, plantations (tea, coffee and spices), services, textiles and leather. This is done through a 360o branding approach including onsite branding, advertising in media, digital marketing including social media, PR, knowledge kits and revamping the websites of many export promotion councils. IBEF actively works with Indian missions abroad for its branding activities in overseas events and also supports them with knowledge works and branding collaterals.
(c) &(d): Department of Commerce encourages participation of exporters, export promotion councils, trade associations etc. in International Trade Fairs, Expos etc. India Trade Promotion Organization (ITPO) is the trade promotion agency of the Department of Commerce. ITPO has finalized participation in 31 overseas exhibitions for 2017-18. Based on the proposals submitted by the Export Promotion Councils/Trade Promotion Organizations, an annual plan for organizing participation of exporters in various international fairs and expos is drawn and supported under the Market Access Initiative (MAI) scheme by Department of Commerce.255 proposals for export promotion activities/events in India and abroad for 2017-18 have been approved for assistance under MAI scheme. No targets of earning from such events are fixed.

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